

## ABSTRACT OF THE INVENTION

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network interface, a method for dynamically launching a conferencing application upon the receipt of an incoming call having the steps of: receiving an incoming call signal on the network interface; processing the incoming call signal to detect an intended recipient application; and launching the intended recipient application.

An apparatus for dynamically launching a conferencing application upon the receipt of an incoming call having a call directing module; a process manager coupled to the call directing module; and, a conferencing component coupled to the network interface; and the call directing module; the conferencing component containing a circuit for notifying the call directing module upon receipt of an incoming call and causing the call director to signal the process manager to activate a conferencing application.